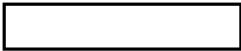


Signs, Signs, Signs



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There used to be a room sign in the Headquarters Building that read LSD/BSB. Nothing special about that, you might think, it stood for Logistics Services Division/Building Services Branch. WRONG! It was Life Sciences Division/Behavioral Science Branch. That's one example that is close to home, but imagine how many more cryptic duplications existed among the  doorways in Headquarters building.

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This confusion, coupled with the deterioration of many of the cardboard messages, prompted the Fine Arts Commission (FAC) to initiate support for a sign study. The FAC Interior Committee met several times and concluded that all signs, indoors and outside, directional, as well as informational, needed to be clarified and made serviceable.

Sign companies and designers were researched and interviewed. It was learned that hiring a designer would cost thousands of dollars with a product follow-up of close to one million dollars. Finally, a contract was issued to a local firm, Creative Signage Systems, for a low cost starter design service.

Working with their designer, problem areas were pinpointed and a basic format for message layout and product style was developed. Best of all, it was determined that new room identification signs could be attained by producing messages and number plates for door signs using in-house resources.

Although all aspects of the sign program were initially concurrent, the project is actually being accomplished in five phases. The exterior directional signs and building labels were ordered in 1979 and installed during the summer of 1980. Work on the room signs began in the spring of 1980 and despite numerous reorganizations, all were completed this past fall. Structures and a system for displaying priority notices at entrances and on the main floor were instituted in the fall of 1980. Directional signs, including building floor maps with "you are here" labels, and elevator locator signs are on order. Still to be defined and made are directionals for corridor and high-use services.

How can logistic officers participate in this program? When one of your offices moves, take the message sign out, leaving the number plate for the next user. If possible, re-use your message sign. Order new signs according to the formula. Spell out the name of primary occupant first, division or directorate last (there is no need to plan spacing as that is all handled by the technician in ETECS). Replace paper notes on doors with an order for inserts which reads "Enter Thru" Remember that signs for Authorized Personnel, Restricted Area, etc. are also being standardized in this program. Send all requests on a Form 2620 to OL/LSD.

TRANSMITTAL SLIP		DATE 12-81
TO: C/FAC		
ROOM NO.	BUILDING	
REMARKS: This draft is for an OL publication. Thought you might be interested in the details.		

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